



Dkt. 57226-A-RE/PJP

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Reissue Application Of:	Tiffany & Company
For:	CUT CORNERED SQUARE MIXED-CUT GEMSTONE
Reissue Application No.:	10/626,376
Reissue Application Filing:	July 24, 2003
Original Patent No.:	6,363,745
Original Patent Granted On:	April 2, 2002
Examiner: Jack W. Lavinder	Art Unit: 3677

1185 Avenue of the Americas  
New York, New York 10036  
March 4, 2008

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

SIR:

**SUPPLEMENTAL DECLARATION OF DETRA SEGAR**

I, Detra Segar, declare as follows:

1. I am employed by Tiffany & Co. ("Tiffany"), of New York, NY, and my present title is Vice President and General Manager of the Tiffany New York store at Fifth Avenue and 57<sup>th</sup> Street, which is Tiffany's flagship store. I have been employed by Tiffany since at least 1999. As General Manager of the Tiffany store, I supervise Tiffany sales representatives who service retail customers who come to the store to make purchases. Also, I am aware of what products Tiffany sells, which products are successful, and what customers tell sales people about the reason for their purchase.

2. The LUCIDA jewelry line was introduced in 1999, and includes jewelry pieces such as engagement rings, earrings, necklaces and bracelets. These jewelry pieces include a unique mixed cut gemstone having a step cut crown and a brilliant cut pavilion in a certain arrangement, which I understand is original and unique with Tiffany.
3. Since its introduction in 1999, the LUCIDA gemstone jewelry line has enjoyed significant commercial success. Many customers who have come into the Tiffany store have asked for the jewelry line by name. Based on comments from customers, I believe that the commercial success of this jewelry line is due to the unique faceting arrangement of the particular step cut crown and brilliant cut pavilion. Based on comments from customers, I believe that gemstone cut is highly desirable and was the reason for their purchase.
4. Over 90% of the gross sales of the LUCIDA jewelry line are from jewelry having diamond gemstones, and a much smaller amount of less than 10% of sales are from jewelry having gemstones other than diamonds.
5. The success of the LUCIDA jewelry line have not detracted or diminished in any significant way from the sales of other Tiffany jewelry lines such as round brilliant diamond cuts.
6. The sales of the LUCIDA gemstone line have been more successful than other gemstone lines from the same store over the same period of time.
7. The marketing and advertising effort and expense for the LUCIDA gemstone line has not substantially exceeded the marketing and advertising effort and expense (on a percentage of sales basis) for other gemstone lines.
8. The commercial success of the LUCIDA gemstone line exceeds what would have been expected from market trends.

9. The commercial success of the LUCIDA gemstone line has been due to the faceting arrangement of the stepped crown and brilliant cut pavilion, which was sought after by customers.
10. I hereby declare that all statements made herein on my own knowledge are true and that all statement made herein on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the subject patent.

Date: \_\_\_\_\_

\_\_\_\_\_  
Detra Segar



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9. The commercial success of the LUCIDA gemstone line has been due to the faceting arrangement of the stepped crown and brilliant cut pavilion, which was sought after by customers.
10. I hereby declare that all statements made herein on my own knowledge are true and that all statement made herein on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under §1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the subject patent.

Date:

4 March 2008

*Detra Segar*

Detra Segar